

BIOGRAPHICAL STATEMENT

Shalini Verma, Professor

Professor Dr. Shalini Verma can best be described as a 'LIFOHOLIC', who DRINKS 'LIFE' Sip-by-Sip®. She hails from Motihari, Champaran (the land of Satyagraha), Bihar, India.

Her life journey of a little more than half a century has been very exciting so far – child abuse survivor to domestic violence soldier to being stripped off from the right to education to getting adorned with 3 Master's Degrees in English Literature; BRA Bihar University, India, Human Rights from Pondicherry Central University, Puducherry, India and Journalism & Mass Communication from Madurai Kamaraj University, Tamil Nadu, India.



In addition, she has to her credit Six Diplomas and Certifications in Design Thinking (KPMG India), Training & Development (ISTD, New Delhi), Business Management (IGNOU, New Delhi), Screenwriting & Acting (Actor Prepares, Mumbai), Smart Phone Film Making (FTII, Pune), and a Certificate Programme in Management of Social Initiatives (IIM- Kozhikode), India.

Her contribution in the academia- after earning her Doctorate in 2002 has been tremendous. She has been working as a professor of Communication, Design Thinking & Entrepreneurship at several prestigious educational institutions such as Ohio University, Athens, Ohio, U.S., Istituto Adriano Olivetti (ISTAO), Business school in Ancona, Italy, Europe; S.P. Jain School of Global Management, Dubai; Indian Institute of Management (IIM), Rohtak, Haryana, India; Indian Institute of Management (IIM), Raipur, Chhattisgarh, India; T.A. Pai Management Institute (TAPMI) Manipal, Karnataka, India; Christ University, Bangalore, Karnataka, India; Narsee Monjee Institute of Management Studies (NMIMS), Mumbai, India; and Jaipuria Institute of Management, NOIDA, Uttar Pradesh, India.

Contribution in the Society through Publishing and other Social Initiatives

She has also contributed towards value creation in the society with her published books. It was an honour for her to dedicate her 75th book to the nation to commemorate *Azadi Ka Amrit Mahotsav* (2022), 75 years of independence of our motherland. She is also a Board Member, Governing Committee of the three social enterprises; Aadya Green Gifting Pvt. Ltd. (Parent company of the 2 successful brands like Books33 www.books33.com & SamvaadShaalaa - www.samvaadshaalaa.com ; Lifoholic Shalini - Incredibly Indian Sustainable Fashion Brand - www.lifoholicshalini.com and SAMVAW Foundation – An NGO working in the

area of Inclusive and Sustainable Economic Growth through Generation of Productive Employment and Decent Work for All - www.samvawfoundation.org

She is an award-winning author-professor & social entrepreneur working in the space of Women Empowerment in the Gig Economy, Upskilling for Sustainable Livelihood, Circular Economy and Social Impact. She is a professor of communication at the SVKM's Narsee Monjee Institute of Management Studies (NMIMS), Mumbai, India.

Shalini Verma, Ph.D.

Professor of Communication

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